

Ahmed Wael

PERFORMANCE & GROWTH MARKETER

Egypt (GMT+2) · Remote across MENA & the Gulf

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PROFILE

Performance marketer who owns the funnel end to end: media buying, creative direction, tracking, landing page CRO, and the sales conversation that closes the deal. I have driven EGP 18M+ in tracked sales across 14+ industries on Meta, TikTok and Snapchat. I judge every campaign on money in the bank, not on platform-reported metrics, and I can show the account behind every number here.

EGP 18M+

IN TRACKED SALES

12x

PEAK CAMPAIGN
ROAS

14+

INDUSTRIES

3

AD PLATFORMS

SELECTED RESULTS

FASHION ECOMMERCE

12.31x on Meta and 12.06x on TikTok

EGP 105,013 of spend returned EGP 1,280,421 across 2,787 purchases in roughly 20 days, scaled on a creative testing system built entirely from the brand's existing footage.

ONLINE COURSE

EGP 1.8M in revenue, 5.9x blended ROAS

EGP 306,135 of spend from April to August 2026. Ran top, middle and bottom of funnel with four ways to buy (direct checkout, call funnel, message conversations, webinar), rebuilt the webinar funnel on Go High Level to a 5% drop rate, ran website CRO, and trained the sales team on the script and objection scenarios.

ONLINE FITNESS COACHING, GULF

4.6x blended ROAS on click-to-WhatsApp

EGP 124,349 of spend returned EGP 576,000 over two months, from 1,079 WhatsApp conversations at EGP 115 each. Creatives judged on closed sales rather than cost per conversation, with budget concentrated by country.

TRAVEL AGENCY

About \$125K in tracked flight bookings

\$1,063 of spend produced 12,351 WhatsApp conversations at a \$0.09 average, as low as \$0.06 on the strongest ad sets, across April to July 2026.

INDUSTRIES & LANGUAGES

Industries

Fashion, eCommerce, online education, fitness coaching, travel, lead generation, and more

Languages

Arabic (native), English (professional)

CORE SKILLS

Paid media	Meta Ads, TikTok Ads, Snapchat Ads, campaign strategy, budget allocation, vertical and horizontal scaling, audience and creative testing, full funnel (TOF / MOF / BOF)
Tracking & analytics	Meta Pixel, Meta CAPI, TikTok Pixel, Snapchat Pixel, UTM tracking, Microsoft Clarity, off-platform revenue reconciliation
eCommerce & CRO	Shopify, EasyOrders, landing page optimization, CRO, AOV optimization, Go High Level funnels
Creative strategy	Creative direction, UGC briefs, hook analysis, customer research, competitor analysis, offer strategy
Sales enablement	Sales team training, sales scripts, objection scenarios, call and chat funnel design

EXPERIENCE

Performance & Growth Marketer

Freelance and agency side, Egypt and the Gulf

- Own the full funnel for eCommerce brands, course creators, coaches and service businesses: strategy, media buying, creative direction, tracking, CRO and sales enablement.
- Scale accounts on Meta, TikTok and Snapchat, reporting on reconciled revenue rather than platform-attributed numbers.
- Build the measurement layer (Pixel, CAPI, UTM, Clarity) so decisions are made on data that matches the bank account.

Customer Service to Training Team

3 YEARS

Telecom Egypt

- Grew from customer service into the training team, and stepped in as team leader whenever the team needed it.
- Learned to read a buyer and to build systems that make a team perform, which is the foundation of how I run funnels and sales scripts today.

HOW I WORK

No data, no claim

Every claim rides on a real number from a real account.

Read signals in order

Hook rate, then CTR, then cost per purchase. I scale on what the data votes for, never on a lucky ROAS read too early.

Show the system

A big result is only useful when you can see the method that produced it.

Trust the bank

When the dashboard and the bank account disagree, I trust the bank, then fix the tracking.